



State of North Carolina
Office of the Governor

For Release: **IMMEDIATE**
Date: April 7, 2003

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GOV. EASLEY ANNOUNCES THAT NORTH CAROLINA REMAINS SIXTH MOST VISITED STATE
2002 North Carolina Tourism Economic Impact Figures Show Increase in Volume and Visitor Expenditures

RALEIGH - Gov. Mike Easley today, at the North Carolina Governor's Conference on Tourism, announced that North Carolina remained the sixth most-visited state in the country in 2002, posting an increase in expenditures and visitor volume ahead of national averages.

"Few industries in the nation have faced greater obstacles than the tourism industry and yet North Carolina's remains strong, attracting over 44.4 million visitors in 2002," said Easley. "Tourism in North Carolina generated almost \$12 billion dollars in revenue last year, and contributed over \$1 billion in state and local taxes when we need it most."

The economic impact figures are the preliminary results of an annual study of the economic impact of the travel industry in North Carolina conducted by the Travel Industry Association of America. The study uses tax revenue data to determine the overall economic impact of travel from both domestic and international sources. North Carolina ranked sixth in domestic travel volume in the United States in 2002, behind California, Florida, Texas, Pennsylvania and New York.

Highlights of the economic impact figures include the following:

- While the national average among states saw a slight increase in tourism volume of less than one percent (0.3 percent), North Carolina saw an increase in volume of more than 3 percent, from 43 million to more than 44.4 million.
- 2002 total domestic expenditures saw an increase of 0.6 percent to \$11,986,000,000 up from \$11,909,000,000 in 2001, while national figures show a decrease of -1.7 percent.
- The number of visitors that drove increased to 84 percent in 2002, up from 78 percent in 2001.
- The tourism industry generated a total of more than \$2.2 billion in tax revenues, with \$1.1 billion in federal taxes and \$1.1 billion in state and local tax revenues.
 - \$687 million through state sales and excise taxes and taxes on personal and corporate income.
 - \$399 million in local taxes was generated from sales and property tax revenue from travel supported businesses.

For more information call 919-733-4171 or 800-737-0670.

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